

Amendments to the Specification

Please replace the Abstract beginning at line 3 of page 43 with the following rewritten Abstract:

The number of ads potentially relevant to search query information may be increased by relaxing the notion of search query keyword matching. This may be done, for example, by expanding a set of ad request keywords to include both query keywords ~~(or derivatives of a root thereof)~~ and related keywords. ~~The related keywords may be words with a relatively high co-occurrence with a query keyword in a group of previous search queries (e.g., search queries in a session).~~ The ~~scores of ads with keyword targeting criteria that matched words related to words in a search query, but not the words from the search query, may be discounted. That is, the scores of ads served pursuant to a relaxed notion of matching (those with keyword targeting criteria that matched words related to words in the search query, but not the words from the search query)~~ may be discounted relative to the scores of ads served pursuant to a stricter notion of matching. This may be done by using a score modification parameter, such as an ad performance multiplier ~~(for cases in which~~ when ~~an ad score is a function of ad performance information).~~ The score modification parameter may be updated to reflect observed performance data, such as ~~performance data~~ that ~~associated~~ with {word-to-related word} mappings.